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**Yamaha Sponsors National Hunting and Fishing Day 2017**

Yamaha ATV Sweepstakes Coming in July; Annual NHF Day set for Sept. 23

**SPRINGFIELD, Mo. (June 30, 2017)** — As a longtime supporter of access, conservation and outdoor education, Yamaha Motor Corp., USA, is again sponsoring National Hunting and Fishing Day (NHF Day) with an ATV sweepstakes planned to launch in July. Yamaha's continued support will improve NHF Day efforts around the nation to educate the public on conservation and promote the benefits from participating in angling and hunting.

"Yamaha understands the importance of helping to continue our proud tradition of enjoying the outdoors," said Misty Mitchell, director of Conservation for Wonders of Wildlife. "Through NHF Day, many new people are introduced to hunting and fishing and pass along their new-found love for the outdoors to their families and friends. Sponsorships from companies like Yamaha allow us to fulfill our mission each year. We are proud to have them back on board for 2017."

Congress established National Hunting and Fishing Day to recognize hunters and anglers for their leadership in fish and wildlife conservation. Since launching in 1971, each fourth Saturday in September is set aside as NHF Day. This day brings together sportsmen and women to celebrate the rich tradition of fishing and hunting with national, state, regional and local organizations hosting fishing- and hunting-related events. This year's NHF Day is set for September 23 with NASCAR legend Richard Childress serving as honorary chairman.

"Yamaha supports access to outdoor recreation, adventure, and conservation, and our longstanding sponsorship of NHF Day is just one great example," said Steve Nessler, Yamaha's ATV/SxS group marketing manager. "We're looking forward to this year's Yamaha-NHF Day sweepstakes featuring a new vehicle for outdoorsmen and women that will be shown publicly for the first time on June 12th."

NHF Day's official home is at the Wonders of Wildlife National Museum and Aquarium in Springfield, Missouri. Both entities share the goal of strengthening the image of hunting, shooting and fishing. NHF Day is one of the most effective grassroots campaigns to promote hunters, anglers and the conservation of wildlife and habitat. Each year, thousands of people participate in NHF Day events across the country to commemorate the foundation of conservation through fishing and hunting.

NHF Day is made possible through the sponsorship and generous support of these well-respected companies and brands: Bass Pro Shops, Yamaha, NRA, Realtree, GunBroker, Ducks Unlimited, NWTF, My Outdoor TV, Cabela's, Keep America Fishing, Thompson Center, Izaak Walton League and the Congressional Sportsmen's Foundation.

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